

Waukesha County Water Conservation Coalition

2007 / 2008

Water Conservation Challenge

Save water... Win Prizes... Make a difference

Customers of the Waukesha Water Utility vie to achieve the largest percent reduction in water use over a one-year billing period. The FIVE families with the largest water savings WIN reimbursement of their water bill for the entire contest period! Ten additional winners will be awarded runner-up prizes for the most unique water conservation ideas!

Sponsorship Opportunities

Waukesha County Water Conservation Coalition Water Conservation Challenge Sponsorship Opportunities

June 2007

What: Water Conservation Challenge

Goal: To maximize public awareness of the importance and methods of water conservation.

How:

1. Through the Water Conservation Challenge, residents will WANT to learn how they can maximize their water conservation to win this unique competition. This creates a demand for further water conservation information.
2. The 'Coalition' will provide seminars, brochures, a website, and possibly a television program that will teach many easy water conservation measures.

Who wins:

1. **GRAND PRIZE and FIRST PLACE WINNERS:** The five families with the largest percentage reduction in their water use over four billing quarters are reimbursed for the water portion of their utility bill for the duration (one year) of the challenge. In a case of a tie, winners will be chosen by a random drawing from those who have the tying entries. Grand Prize winner also wins \$500.00!

2. **RUNNERS-UP:** Ten contestants will win other prizes from other sponsors for the most unique methods of water conservation as judged by our panel.

3. **EVERYONE WINS!** Through a highly visible campaign, water conservation will become the 'talk of the City'. Residents will learn how important water conservation is, and of specific methods they can use to help achieve a more environmentally friendly use of this valuable resource.

4. **OUR SPONSORS WIN!** By sponsoring this highly visible challenge, residents will see our sponsors as environmental leaders in our community.

Our Coalition

In 2006, Waukesha Mayor, Larry Nelson, and County Executive, Dan Vrakas, called for a coalition dedicated to Water Conservation in Waukesha county. The coalition consists of many environmental groups, county, city and municipal leaders, the Waukesha Water Utility, college and school officials, scientists, engineers, attorneys, MMSD, and private individuals; ALL with the common concern of the conservation and protection of Waukesha county's critical resource.....water.

Sponsorship Opportunities

Grand Prize Sponsor:

The Grand Prize Sponsor would be responsible for payment of \$500.00 to the family that had the largest reduction in water usage over the course of the challenge. Grand Prize Sponsor will be listed as one of the primary sponsors of the Challenge on all printed media (brochures, etc.) throughout the challenge. This gives the sponsor a year of exposure as an environmental leader in our community. Initial mailing is to all 19,000 Waukesha Water Utility customers.

First Place Sponsor:

The First Place Sponsor would be responsible for reimbursing the five winning families for the water portion of their utility bill for the four bills they received during the contest. We anticipate the total dollar amount to not exceed \$2,000.00 (i.e. five families @ \$400.00 each). Remember, these *SHOULD* be some of the smallest water bills these five families have had. First Place Sponsor will be listed as one of the primary sponsors on all printed media (brochures, etc.) throughout the challenge. This gives the sponsor a year of exposure as an environmental leader in our community. Initial mailing is to all 19,000 Waukesha Water Utility customers.

Runner-up Sponsors:

The Challenge is looking to have sponsors provide prizes for ten runner-up winners. The ten runner-up winners are those contestants who used the most innovative techniques to conserve water as determined by the Challenge panel of judges. Sponsors will be listed on all mailers and brochures. Initial mailing is to all 19,000 Waukesha Water Utility customers. Sponsors will have great exposure as environmental leaders in our community.

In-kind Sponsors:

The Challenge is looking to have sponsors provide printing, donations for advertising or advertising space, and anything else the Challenge might need to be successful. All in-kind sponsors will be listed on mailers and brochures as sponsors of this great event. Remember, the Challenge is over the duration of a YEAR, so your exposure will be great!

We do not know of this type of challenge EVER being done anywhere on this scale. Other communities will look to this groundbreaking challenge as a model for their areas. Please join us on this important and exciting endeavor.

Sponsorship Application

☐ Grand Prize

Level of Sponsorship (if available): ☐ First Place ☐ Runner-up ☐ In-kind

Sponsorship company applicant: _____

Contact person(s): _____

Company mailing address: _____

Contact phone numbers: _____

E-mail address: _____

Description of donation: _____

Please contact the person checked below, as soon as possible, to let us know your intended level of sponsorship. Feel free to contact other persons listed below if the initial contact is not available. Deadline for sponsorship is July 10th, 2007.

If you would like to participate as a sponsor, please contact:

- ☐ Peggy Bull phone: 262-547-3552 e-mail: peggybull@gmail.com
- ☐ Andy Yench phone: 414-290-2431 e-mail: Andrew.yench@ces.uwex.edu
- ☐ Dennis Briley phone: 262-544-5805 e-mail: dbriley105@aol.com
- ☐ Todd Stair phone: 262-370-2139 or 262-968-2550 e-mail: herr@execpc.com
- ☐ Laurie Longtine phone: 262-542-7929 e-mail: Laurie@conservationvoters.org
- ☐ Mary Adelmeyer phone: 262-521-5272 ext. 524